Campaigning on Twitter

The Handbook for NGOs, Politics & Public Service

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Introduction

Twitter's mission is to serve the public conversation. We want to ensure that the conversations on our platform are healthy and characterized by openness, civility, and diversity of perspective.

When the first Tweet was sent in 2006, no one could have foreseen the impact it would have on the world. As the world's online public space — a one-to-many communication platform where conversations that shape opinions happen — Twitter has bolstered the ability of citizens to interact with one another as well as their public representatives, and for politicians and journalists to keep their finger on the pulse of the public opinion.

This resource will help you make the best use of this unique platform. It's a platform that is particularly suited to getting your message out to an active and engaged community. Whether you are a politician and want to highlight your policy ideas, a government official who wants to share critical information, or a civil society organization that wants to build campaign momentum, Twitter is the platform for you.

Twitter will not only help you to inform and engage people who are already part of your campaign, but it will also allow you to reach those who might otherwise not have gotten involved. A timely, well-crafted message on Twitter can resonate internationally.

=

@Policy
@Nonprofits
@TwitterGov
@TwitterForGood

Six Top Tips

Timing matters

Twitter is what's happening. If something happens in the world, you'll see it on Twitter. This makes timing one of the most important elements when using the platform. Engage in real time, don't wait until the moment has passed.

Be authentic

Be you. Tell us what's happening and show us what you see through your eyes. Twitter gives you the platform to show who you are, as well as what you think.

Tap into the conversation

It's often easier to join a conversation than it is to create one. Take a look at trending topics and what your community is talking about. Is there a new TV show or movie making a splash? Is there a holiday or event ongoing? Joining the conversation is better than interrupting it.

Engage

Twitter is a digital public square. It can be a great place to speak to your audience, to learn from them, and to gain insights from them. Engaging with your followers in conversation is one of the most rewarding aspects of Twitter.

Schedule Tweets

Some of your content can be pre-prepared and set to publish at a specific time. You can schedule Tweets in advance using TweetDeck or Media Studio, freeing you up to engage in real time.

Get creative

Twitter has a variety of options for you to engage with your followers. Get creative and use a mix of media — text, photo, video, live, polls, emoji, and Twitter Cards — to find novel ways of getting your message across and being part of the conversation. Using rich media content is proven to drive higher engagement.

Getting Started

Getting Started

When you Tweet, your message is publicly posted on your Twitter profile. In addition, people can follow your account so that your Tweets automatically appear in their own timelines every time they log in to Twitter.

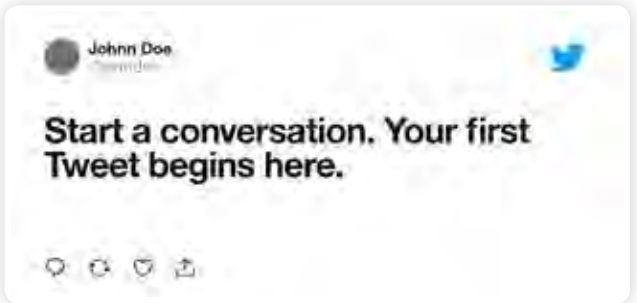
Why 280 characters?

Twitter was born as a mobile service, designed to fit the character limit of a text message. Today, Twitter still works on any SMS-ready phone. Brevity keeps Twitter fast-paced and relevant by encouraging people to Tweet in the moment and to focus on the essential ideas they want to communicate. In November 2017 we increased our Tweet character limit from the original 140 characters to 280 characters.* We decided to expand the character limit so every person around the world could express themselves easily in a Tweet.

Note: **Japanese, Korean, and Chinese will continue to have 140 characters because cramming is not an issue in these languages. In fact, these languages have always been able to say more with their Tweets because of the density of their writing systems.*

Anatomy of a Tweet

Twitter helps you create and share ideas and information instantly, without barriers. It's the easiest way to follow the trends, stories, and breaking news making headlines around the world, but it also helps you stay in touch with subjects a little closer to home: friends, family, businesses, and social causes that are dear to your heart. Don't worry if some of the terminology is unfamiliar or confusing to you. We've included a helpful glossary of terms at the end of this resource.



Setting up your profile

Your Twitter profile shows the world who you and your organization are, moment by moment. Your profile is where you demonstrate what they can expect from your Tweets and why they should follow you.

It is especially important for organizations to define their voice and the issues for which they stand. The tips in this handbook will help you set up your Twitter profile to best represent your values and your campaign.

Your username on Twitter is part of your identity on the platform

It will be displayed when people reply to your Tweets or add you to a conversation. The username is the one that begins with the "@" — it can be up to 15 characters in length. Your display name can be up to 50 characters in length.

Tips for growing your Twitter username recognition

• Put your Twitter @username on your printed materials and merchandise: Adding your Twitter @username to your promotional materials and merchandise is a great way to get wider exposure and name recognition for your candidate, campaign, and policy concerns. It also indicates that people can reach you directly through this channel — that you read and respond here.

• Put Twitter on your website: Adding Twitter buttons to your website is a great way to gain wider distribution for your content and gain more followers. You might also be mindful of when your audience will be online. For example, people are frequently on Twitter in the morning on their commute, at lunchtime, or in the evening when watching TV.

Biography

Your account bio must be 160 characters or fewer. We recommend that you include details about your organization and its mission, along with a taste of your personality! Use keywords, account usernames, and hashtags in your bio to optimize your profile for search. Connect with other conversations and accounts related to your organization, primary campaign you're running at that moment, etc.

Photos

You can reinforce a campaign message with powerful, high-resolution imagery. Choose a profile photo that shows who you are. Every Tweet you post will be accompanied by this photo, and this may be the first impression that people have of you or your organization. If you're an individual, a smiling face has been shown to be most effective in driving engagement. If you run an organizational account, the logo should demonstrate who you are. This photo will be shown on all official Twitter platforms, and on embedded Tweets in news articles.

Your cover photo is your billboard. It should be a high-quality landscape photo that captures your interests, your personality, or the issue and campaign you want your followers to know about.

OSLO FREEDOM FORUM
October 23, 2019
Follow
Human Rights Foundation
We promote democracy and human rights around the world, with a focus on authoritarian regimes, and we produce the Oslo Freedom Forum
New York, NY
Joined July 2009
927 Following
166.8K Followers

How to find great accounts to follow

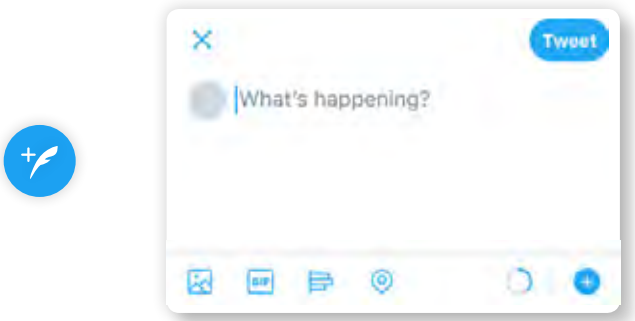
Start by following people you know. Search for their names or their @usernames. Find those who are most important in your community. Follow newspapers, reporters, and local schools and clubs, and find academics who research your specific policy areas. Lastly, search for accounts of people sending the type of Tweets you'd like to receive: breaking news, community leaders, and other campaign-related accounts. Whomever you think is most important for you to reach, engage, or learn from, you'll likely find them on Twitter.

Finding a conversation is a great way to find people to follow as well. If you see an interesting hashtag, tap into the conversation, engage the community, and follow anyone with whom you would like to connect. Simply follow what interests you.

How to Tweet

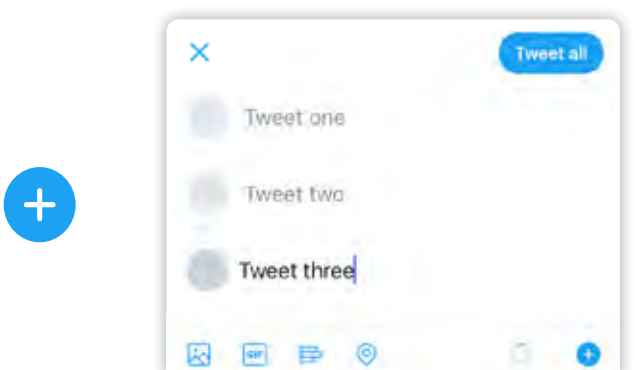
To post a Tweet:

- Select the compose Tweet icon in the top menu on the right. Compose your message — up to 280 characters — and select Tweet. The Tweet will be posted to your profile.



To create a Tweet thread:

- Compose Tweet.
- Select the “Add another Tweet” button.
- Repeat as necessary.
- Select Tweet all.



To reply to a Tweet:

- Select the reply icon in a Tweet. Reply
- The @username of anyone mentioned in the Tweet you’re replying to will already appear in your “Reply to” box.
- If you want to add more @usernames, simply type the @username of the person you want to mention.
- Compose your message and select Tweet.
- The Tweet will be posted to your profile.
- If you want this reply to appear in the timeline of your followers who don’t follow the person you’re mentioning, you need to add a punctuation mark to the beginning of your Tweet before you include their @username.

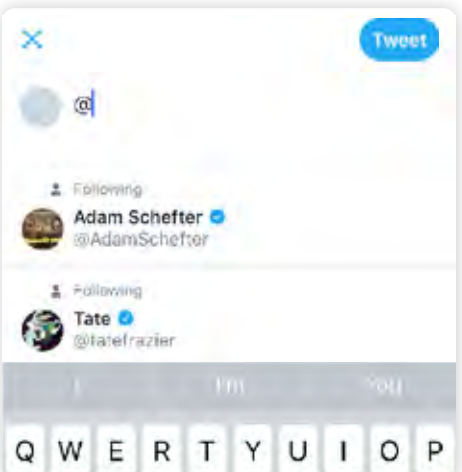
Reply

Reply
ee @shuangsta · Dec 3
remembering yesterday when @freialobo said my tweets from 2015 were great but said nothing about the years since
Replying to @shuangsta
Tweet your reply

To mention another person:

- Select the compose Tweet icon in the top menu on the right.
- Compose your 280-character message and type the @username of the person you want to mention.
- As you start typing a username, a list of potential matches will appear.

- Once you've found the person you're looking for, select his/her @username and it will be populated in the Tweet.
- If you want to add more @usernames, repeat steps 2 to 4.
- Select Tweet and the Tweet will be posted to your profile.
- If you want this reply to appear in the timeline of your followers who don't follow the person you're mentioning, you need to add a punctuation mark to the beginning of your Tweet before you include their @username.



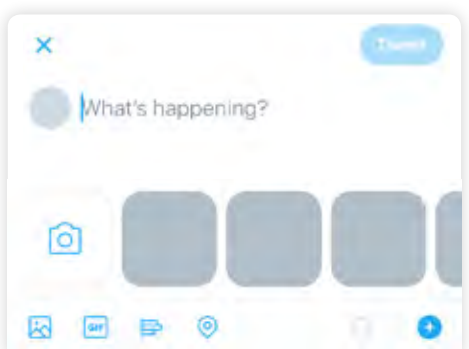
To include a hashtag in your Tweet:

Keep at least one hashtag general (e.g., #InternationalWomensDay) and one specific to your audience at home.

To include a photo or video in your Tweet:

You can take a photo or video in the moment or choose an existing one from your device.

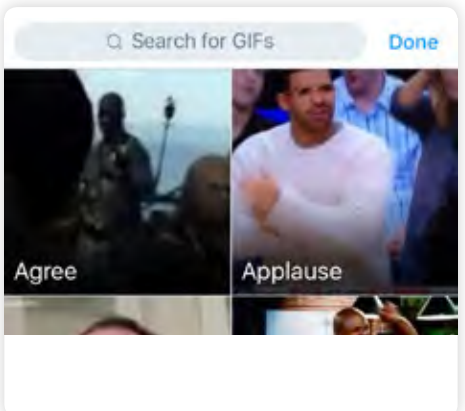
- Open the app and swipe left — you're looking at the Twitter Camera! Shoot photos, video, and live broadcasts directly on Twitter. Once you're happy with your photo or video, you'll be brought to a Tweet compose interface where you can add a caption, your location, and relevant hashtags.
- Alternatively, select the compose Tweet button and choose an existing image or video from your gallery or select the camera icon to shoot new material.
- Once you have taken or selected your photo, you will have the option to apply a filter, add a sticker, and crop the image. Similarly, you can trim the video.
- When you are finished, select Done; the photo/video will be attached to the Tweet. You can select up to four photos for a single Tweet.
- You can tag people in your photo(s) by tapping Who's in this photo? Type in the full name or @username and then tap Done.



To include a GIF in your Tweet:

Add a GIF to your Tweet to better express the sentiment behind your message, to make a tough message easier to digest, or just to add some levity to your content.

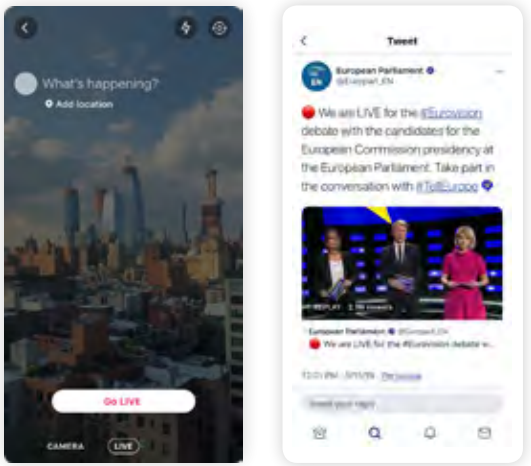
- Select the compose Tweet button and then click the add GIF icon.
- Choose a GIF from the extensive library available in the app. These GIFs are categorized by sentiment, making it easier for you to find the perfect GIF for the moment.



To include a live broadcast in your Tweet:

Want to live-stream what you're watching? It's easy to begin a live broadcast with a Tweet.

- Select the compose Tweet button and click the camera icon. Toggle from CAPTURE to LIVE.
- Then you'll be prompted to give a description of what you're about to broadcast.
- Click Go LIVE and begin your broadcast!



To include a poll in your Tweet:

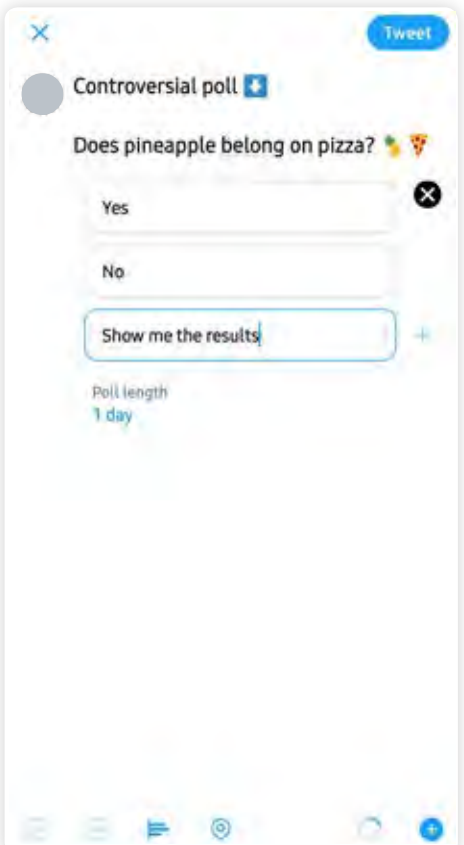
You can create your own Twitter Poll on the web or in the Twitter app (iOS or Android).

To create a poll on twitter.com:

- Click into the compose box at the top of your Home timeline, or click the Tweet button in the top navigation bar.
- Click the Add poll icon.
- Type your poll question into the main compose box. You can use up to 280 characters in your poll question.
- Insert your first poll option into the Choice 1 box, and your second poll option into the Choice 2 box. You can use up to 25 characters for each option.
- Click "+Add a choice" to add additional options to your poll. Your poll can have up to four options.
- Your poll's duration defaults to one day. You can change the duration of your poll by clicking one day and adjusting the days, hours, and minutes. The minimum amount of

time for a poll is five minutes, and the maximum is seven days.

- Click Tweet to post the poll.



To create a poll on the Twitter app (iOS or Android):

- Tap the Tweet button (iOS) or tap on What's happening? (Android).
- Tap the Add poll icon.
- Type your poll question into the main compose box. You can use up to 280 characters in your poll question.
- Insert your first poll option into the Choice 1 box, and your second poll option into the Choice 2 box. You can use up to 25 characters for each option.
- Click "+Add a choice" to add additional options to your poll. Your poll can have up to four options.
- Your poll's duration defaults to one day. You can change the duration of your poll by tapping one day and adjusting the days, hours, and minutes. The minimum amount of time for a poll is five minutes, and the maximum is seven days.
- Click Tweet to post the poll.

To bookmark a Tweet:

Found something historic? Is there an article or Tweet thread that you want to read later? Save the Tweet with Bookmarks, and come back to it whenever you want. Only you can see your Bookmarks.

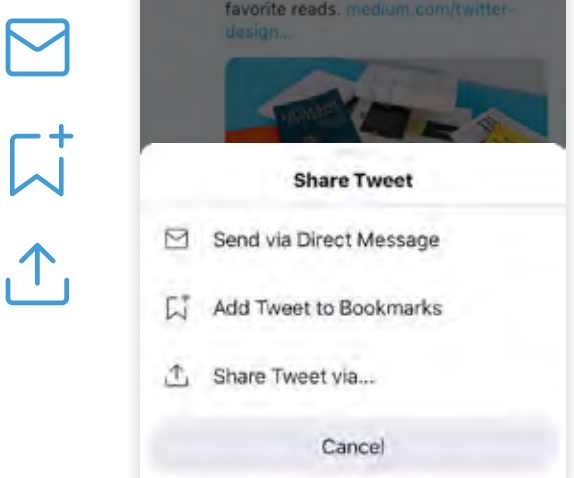
To bookmark a Tweet:

- Tap the share icon under the Tweet.
- Select “Add Tweet to Bookmarks.”
- To find it later, tap “Bookmarks” from your profile icon menu.
- You can remove Tweets from your Bookmarks at any time.

To share a Tweet

Would you like to share a Tweet via Direct Message on Twitter, or share a Tweet off Twitter?

- Select the share icon under the Tweet button.
- Choose from “Send via Direct Message” or “Share Tweet via…”
- Select destination.



To send a Direct Message:

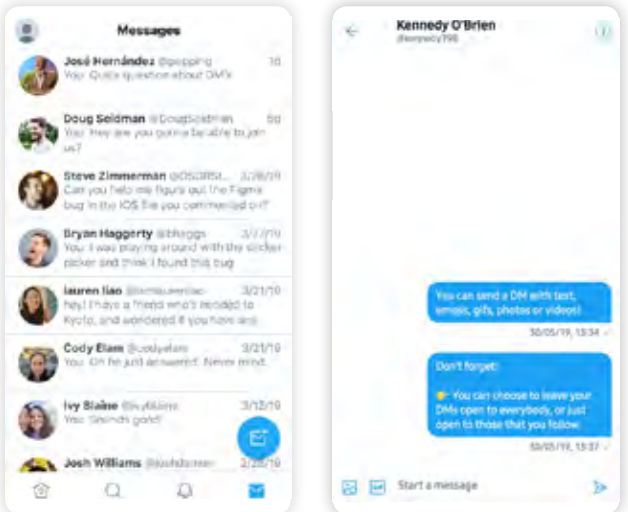
You can start a private conversation or create a group conversation with anyone who follows you. Anyone you do not follow can send you a Direct Message if you have opted in to receive Direct Messages from anyone, or you have previously sent that person a Direct Message.

To send a Direct Message to someone:

- Navigate to the desired profile.
- Select the overflow icon.
- Select “Send a Direct Message.”
- Enter your message.
- In addition to text, you can include a photo, video, GIF, or sticker with your Direct Message.

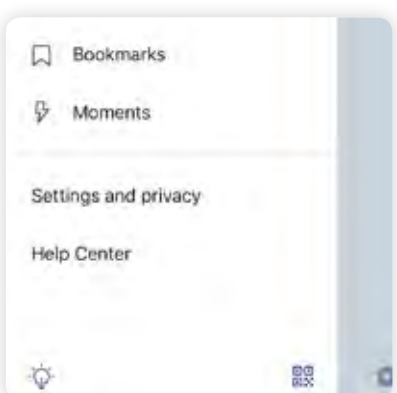
Alternatively, you can send a Direct Message by:

- Select Envelope or “Messages” tab.
- Select the message icon or the “New Message” button.
- In the address box, enter the name(s) or @username(s) of the people you wish to send a message to. A group message can include up to 50 people.
- Enter your message.
- To send your message tap the paper airplane icon or click the “Send” button.



How to enable dark mode:

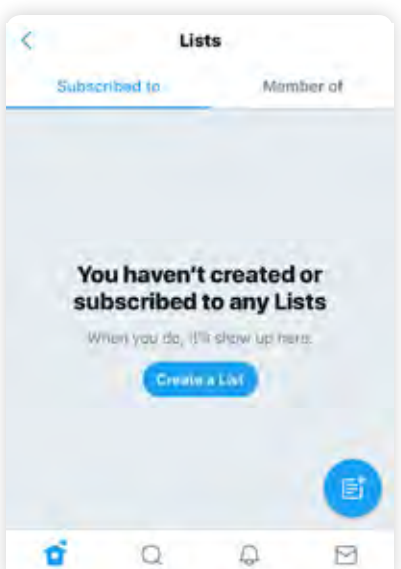
- In the top menu, tap your profile icon.
- Tap the dark mode icon on iOS, Android, or on desktop select “Dark mode.”
- To turn the feature off, tap the dark mode icon again.



Lists

Twitter lists is a tool that lets let you organize Twitter accounts in groups and manage how you look at Tweets. You can either create your own list or subscribe to a list created by someone else. Twitter lists can be used to follow a separate group of people on Twitter from those you follow in your Home timeline. Creating or subscribing to a list allows you to see only Tweets from people on that list. Lists are not a way to send Tweets to a select group, but to organize and read them. In this regard, they can prove invaluable if you want to keep track of what groups of key opinion formers are saying, or your political colleagues and rivals. These lists can be most powerful when used in conjunction with our pro tool, TweetDeck. TweetDeck offers a more convenient Twitter experience by letting you view multiple timelines in one easy interface, allowing you to see multiple lists alongside each other.

If your organization has many entities within it, Twitter lists are a great way to see Tweets from the most relevant people in a dedicated timeline — a great resource for organization staff, the public, and media.

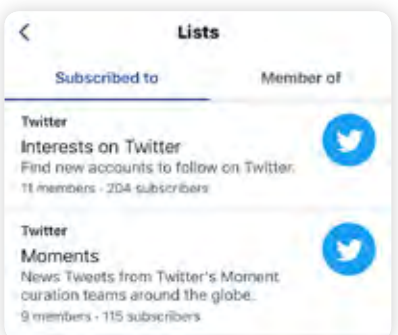


To create a list on Twitter desktop:

- Select the “Me” tab at the top of the page.
- When on your profile page, select the “More” tab and then select “Lists.”
- Select the “Create new list” button.
- Create a name for your list and enter a short description. Choose if you want to make your list private (just for you) or public (anyone can subscribe to it).
- Select “Save list.”

To create a list on Twitter mobile:

- Select the “Me” tab on the bottom of the screen.
- Then on your profile page, scroll down and select “Lists.”
- Select the “+” on the top right to create a new list.
- Create a name for your list and enter a short description. Choose if you want to make your list private (just for you) or public (anyone can subscribe to it).
- Select “Save.”



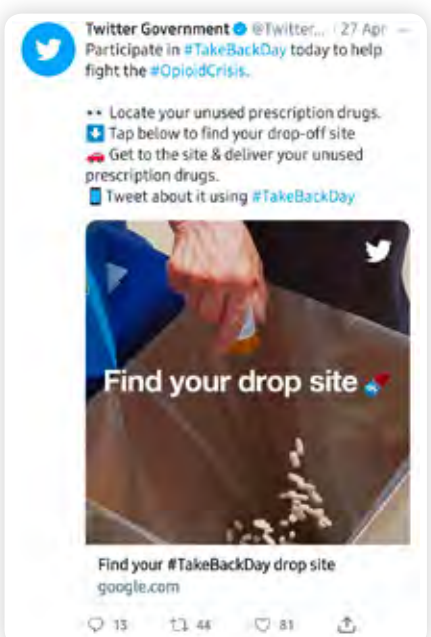
Twitter Cards

With Twitter Cards, you can attach rich photos, videos, and media experiences to Tweets, helping to drive traffic to your website. Twitter Cards allow you to attach a URL to a video or a photograph, allowing people to click on the media content which will bring them to the URL destination.

To create a Twitter Card:

- Go to ads.twitter.com.
- Select “Creatives.”
- Choose the “Cards” option.
- Select “Create Card.”
- Choose the type of Card (Website Card, Video Website Card, Image App Card, Video App Card).
- Fill out the required information for your card type and select “Create.”
- Once the Twitter Card is created hover over the image in the Cards Library.
- Select “Preview.”
- Copy the URL link that appears below the Card preview.
- Paste this URL into a Tweet to use the Twitter Card.

Note: *A credit card may need to be associated with the account to access the creatives section.*


Twitter Government @Twitter... · 27 Apr
Participate in #TakeBackDay today to help fight the #OpioidCrisis.
•• Locate your unused prescription drugs.
Tap below to find your drop-off site
Get to the site & deliver your unused prescription drugs.
Tweet about it using #TakeBackDay
Find your drop site
Find your #TakeBackDay drop site
google.com
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44
81

Finding Your Voice

Finding Your Voice

Twitter allows you — the individual or the organization — to pull back the curtain and give your followers a peek into your daily life. Whether you're snapping a group "selfie" at a campaign event or announcing breaking news, each Tweet demystifies the process and personalities of activism by letting your followers learn a little more about you.

A simple formula to bear in mind is to try to include two of the following three traits in your Tweets:

1. Insight
2. Personality
3. Information

Your followers want to be engaged by compelling, entertaining, and informative content. Their attention is being diverted by thousands of other content creators, so you need to think of how you can grab and hold their interest while communicating your message.

Check out Canadian Prime Minister Justin Trudeau's Tweet as an example of Twitter best practices. The Tweet is timely and celebrates a global event, the voice is authentically him, the Tweet contains a rich, eye-catching image, he uses a trending conversation hashtag to tap into ongoing conversations, and he includes a link to a longer statement.

Justin Trudeau
@JustinTrudeau
Today is about our daughters, granddaughters, sisters & nieces. It's about making sure they grow up in a world where their voices are heard & they have the support they need to chase down their dreams. #DayoftheGirl
bit.ly/2NAQAYp

A day in the life

Twitter is the real-time bridge to your supporters. Take your followers along for the ride by sharing authentic moments:

- **Be authentic**. Share your experiences as an individual or organization, from morning until night, to give an insight into your average daily routine. Define the conversation with a hashtag.
- **Tweet rich media.** Use photos and videos to take followers behind the scenes.
- **Have conversations and connect with people.** Conduct Twitter Q&As and reply to followers throughout the day.
- **Tell followers where to find you.** Announce campaign events and tell followers where to meet up. Encourage them to live-Tweet the experience.
- **Document the campaign.** Create a custom collection of

Tweets from the day to showcase your work.

- **Amplify your message.** Leverage Promoted Tweets to target key people — and to increase impressions and engagements for your most compelling content.

Let people see the work you do
These Tweets offer a glimpse into the changing day-to-day role of a politician. From meeting royalty to engaging in policy discussions, Twitter is the place to highlight what you are working on any given day.

How often should you Tweet?
There is no one-size-fits-all answer to this question. However, successful accounts maintain a consistent pattern of regular Tweeting. This could be one Tweet per day with high-quality content or several Tweets per day that strike a conversational tone and interact with the community of followers. Your following will grow if you invest in your presence on the platform.

Michel Barnier
@MichelBarnier
En ära att få träffa Deras Majestäter Kung Carl XVI Gustaf och Drottning Silvia från Sverige i Bryssel idag, tillsammans med teamet från TF50.
An honour to meet Their Majesties King Carl XVI Gustaf and Queen Silvia of Sweden today in Brussels, together with the TF50 team

Deirdre Clune
@DeirdreCluneMEP
As the March 29th draws ever closer I am in #Tullamore this evening to attend a #Brexit public meeting organised by my colleague @MarcellaCK and attended by An Tánaiste @simoncoveney.

What Fuels a Tweet

Each Tweet represents an opportunity to show your organization's voice and strengthen the relationship with your followers. But building a healthy Twitter account is about more than just seeing how many people will Retweet your posts.

We wondered why certain Tweets see higher-than-average engagement. Adding a hashtag, photo, or video to Tweets undoubtedly makes them richer, but does it bring you more engagement?

Photos and videos are among the most popular types of media for people to use, and have been shown to increase engagement when compared to text. The popularity of photos and videos suggests that authenticity and access are paramount for your followers. This demonstrates the importance of building an authentic, transparent relationship with your followers. Visual media provides a candid insight into your life or work.

To this end we have improved our camera functionality, making it easier to create media and show the world in real time what's happening. The updates to the camera are designed to make capturing and reaching the right people easier.

- The camera is now faster and easier to access. Open the app, swipe to the left, and you'll be in the camera.
- The camera can now take photos, videos, and go live in one unified camera.
- It's now easier to get what you capture to the right audience. If you're on the ground at an event, and have geolocation services turned on, the camera will suggest relevant hashtags for the event so that what you capture gets to the right conversation.
- Photos and videos taken with the camera will appear larger and more immersive. They'll look different to pictures added to Tweets because they'll be photo first, text second.

You can use images and photos to tell a story or to trail a major event. Photos can help demystify the issues you advocate for and build a connection with those who might be interested in your cause.

Remember: For individuals and organizations, Twitter is an invaluable way to reach beyond press conferences and news releases to connect with people in a more intimate way. People love behind-the-scenes content; it brings them up close and personal with the campaigns they hear about but don't necessarily understand.

Tagging people in photos

You can tag people in a photo (or collection of photos) that you post. The tags don't count toward your 280-character limit, so you have more room to express yourself. You can tag up to 10 people, and their names (not @username) will be displayed alongside the photo. As a default, anyone will be able to tag you if you have a public account. If desired, you can change that (to "only allow people I follow to tag me in photos" or "do not allow anyone to tag me in photos") via your Account Settings.

Video

Incorporating video into your content strategy makes your message memorable and increases engagement. In fact, Tweets with video attracted 10X more engagements than Tweets without video. People can post 140-second videos to Twitter, giving you more time to connect with your audience.

Here are some ideas to help you make your video stand out:

- Hook the audience
  - Build in an intriguing setup or dynamic set of actions to hook the viewer in the first few seconds. This could be an intriguing setup to the video, a close-up shot, an on-screen graphic that sparks curiosity, or quick movement or action.
- Feature people
  - People are naturally drawn to human faces. Including people in the first few frames has been proven to significantly increase view rates and drive 2X higher retention.
- Tell a story
  - Focus on setting up a problem that gets resolved in the end. Make sure the sequence of events is easy for viewers to follow.
- Speak without sound
  - With 93% of Twitter videos being viewed on mobile devices, it's important to have a sound-off viewing strategy. Think of the moment you're commuting or waiting in line at the coffee shop and don't have your earbuds in. Use captions and visual cues to pull the viewer through the video and make it easier to process.

GIFs

GIFs are popular and people love them! These animated images, often made up of video snippets, have become shorthand for the expression of emotion on the internet. Whenever you're composing a Tweet or Direct Message, you can search and browse the GIF library. So if you're looking for the perfect cat yawn or dance move to express exactly how you feel, just click the new GIF button. You can search by keyword, or browse categories of different reactions like Happy Dance, Mic Drop, or YOLO.

Polls

Because of its public nature, Twitter is a great place to gauge people's reaction to the big and small questions of the day. Twitter Polls are a fun and easy way to pose these questions and receive anonymous answers. You can give people four optional answers and the poll can remain live for between five minutes and seven days. Once the poll has closed, everyone who gave an answer will receive a push notification inviting them to look at the result.

Media-forward timeline

When you upload a photo via Twitter, it shows up right in the timelines of all your followers, letting them get an immediate glimpse into what you're sharing. With one click or tap, they can expand the photo within the app, and easily Retweet, like, or comment on it. The image will also display when the Tweet is embedded on the web.

Calls to action

Sometimes you can drive engagement from a Tweet just by asking for it. Government officials and leaders often encourage their followers to Retweet a post to show support or spread awareness for someone or something.

Tweeting a photo in your call to action is a great way to depict your issue or cause and also drive more Retweets. The call to action can also encourage constituents to Tweet their own photos. Finally, calls to action can make people feel like they are part of a movement.

Strive for a personal tone

Sending personal Tweets to friends and family for all of Twitter to see is a great way to show your personal side, and this resonates well with followers. Being as personal as you feel comfortable being is a great way to develop and build a loyal following. Ultimately, personality wins on Twitter.

For an organization, this might require developing a brand voice as there may be a number of members on your team who will update your Twitter feed.

Share your interests

Let your followers know what interests you, be it sports, movies, music, or all of the above. Share articles with interesting content and mention the author if you can.

Be timely

Because Twitter moves in real time, the most relevant Tweets, conversations, and reactions will come from experiencing the event and Tweeting about it as it unfolds. Instead of planning specific Tweets that may go stale after rounds of internal scrutiny, it's more effective to plan guard rails. Know what is appropriate and what is not appropriate, know what words and phrases to use and which to avoid. Think accordingly. If you are delivering a keynote speech, everyone is waiting for the best quote, big moment, or perfect sound bite to Tweet. If you know what the peak of your time in the spotlight is, let the organizers know as well. You could give them the "power quote" or picture of your slide ahead of time so that they have it, verbatim, to Tweet out at the right moment. You could even queue that Tweet to come from your account at the right time, funneling the engagement back to you.

Interact with others

Twitter is a two-way conversation, not a broadcast. That's why we have a variety of actions you can take such as replying, liking, and Retweeting. These serve as public signals as they elevate conversations in the timelines. Quote Tweets also allow you to provide context while highlighting another Tweet to your followers.

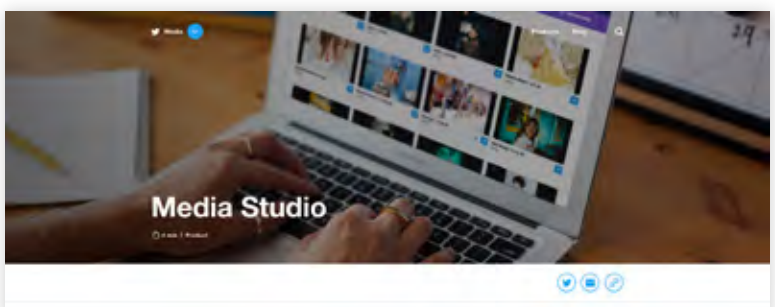
GermanForeignOffice
@GermanyDiplo
Thanks to all our followers for spotting the mistake before we did. Fake news will never get past you guys 😉
We will not allow 🇮🇪 to be isolated on this issue. And we will continue to forge close ties with Côte d'Ivoire!
GermanForeignOffice @GermanyDiplo · Jan 30
FM @HeikoMaas on #Brexit: Germany and the entire EU will stand by Ireland on the backstop. We will not allow 🇮🇪 to be isolated on this issue.

Twitter Tools

Twitter Tools

Media Studio

Media Studio is an easy-to-use platform to manage and measure your Twitter content. Twitter gives you more than just 280 characters to tell your story. You can use images, GIFs, videos, and live streams using the Media Studio platform. This one-stop shop lets you manage your entire organization's Twitter content, whether you have one account or 50. Learn how to get the most out of Media Studio with library, analytics, monetization, and Producer.



Media Studio's library offers a single place for you to upload, organize, and share your videos, GIFs, and images. With metadata fields, it makes your videos easier to discover and follow on Twitter. The library also simplifies media management on Twitter by providing user roles and permissions that let you compose and schedule both organic and Promoted-only Tweets across teams and accounts.

Media Studio's analytics dashboard makes it easy to measure your performance on Twitter, from comprehensive metrics for Tweets and videos to earnings from monetized videos and more. If your organization has multiple accounts, unified analytics give you a bird's-eye view of your organization's activity on Twitter in a format that can be easily exported. Looking to understand more about what content resonates with your audience and when they're engaging with video content on Twitter? Use our new Insights tool, Timing is Everything.

Twitter Live

Share your stories as they unfold with live video on Twitter. Whether you're broadcasting live from a campaign event, from the office with volunteers, the scene of a breaking news event, or just because you want to connect with your followers, Twitter offers easy-to-use tools to share what's happening.

With Media Studio Producer and a flexible API for professional broadcasts, as well as one-touch broadcasting from the Twitter and Periscope apps, our live video toolkit has your broadcasting needs covered.

There are three main ways to go live on Twitter:

- **Go live straight from the Twitter app.** Swipe left and you're brought straight to the camera. Or hit the camera icon in the Tweet compose interface.
- **Producer in Media Studio**. Producer gives publishers a self-serve way to launch a professionally produced live stream on Twitter. Compatible with external encoders: Publishers can live-stream content on Twitter with external encoding hardware or software — a requirement for professional content creators. Learn more at media.twitter.com.
- **Mobile broadcasting with Periscope**. The Periscope app provides another easy way to live-stream from your phone, enabling you to share what's happening around you with the world as it happens.
  • Add your location and channel: Adding location to your broadcast will let people discover you from the map tab on Periscope. Adding your broadcast to a channel will let people interested in that subject find your broadcast.

Use cases

Below are some uses cases for which live video is particularly suited.

- **Behind-the-scenes glimpses:** People love live broadcasts because they're authentic and spontaneous. They're unscripted and offer glimpses into the daily workings of your organization which more "produced" videos can't.
- **Special live event broadcasts:** If you're holding an event, be it an open AGM or a town hall-style meeting, you could try broadcasting it on Periscope. People can participate while watching, posing questions in the stream which you can incorporate into the event.
- **Launching a campaign, initiative, or paper:** Give people a sense that they're with you at crucial moments. Be it the launch of a campaign or an important research paper, your supporters will want to feel like they're there with you.
- **Interviews with spokespeople:** This is an easy way for you and your colleagues to offer some on-the-spot insight into your work. Spokespeople can take questions from other Periscope users who post questions in the stream.
- **Contests and rewards:** If your organization runs contests, perhaps as part of a fundraising effort, it can be helpful to promote them with live video.

Best practices

- **Consider timing:** It's good to give your followers some advance notice of a broadcast. Let them know when you'll be going live with a few Tweets.
- **Come up with a compelling title:** Your followers will receive a notification when you begin broadcasting. Make sure the title of your broadcast gives them a reason to tune in. Make it straightforward, or give a sense of exclusivity, or just make it sound plain weird! Whatever is appropriate for the broadcast and will catch the attention of your audience.
- **Make your broadcast easy to find:** Promote it beforehand by Tweeting about the fact that you'll be broadcasting soon. Turn on geotagging, etc.
- **Engage with people:** When broadcasting, be sure to reply to comments and questions that viewers leave on the stream. This will build a sense of community among your followers.

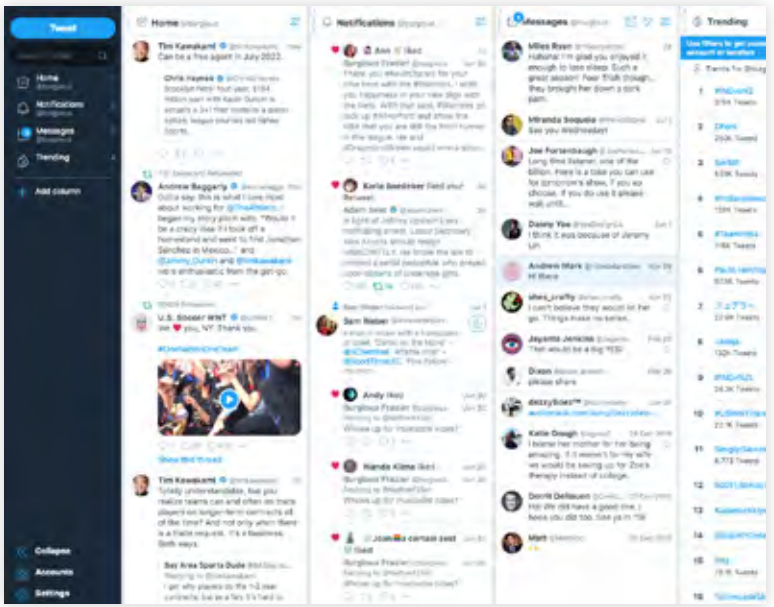
TweetDeck

TweetDeck offers a more convenient Twitter experience by letting you view multiple timelines in one easy interface. It includes a host of advanced features to help get the most of Twitter: Manage multiple Twitter accounts, schedule Tweets for posting in the future, build Tweet collections, and more.

Get the best out of Twitter with TweetDeck's advanced features — ideal for consuming and analyzing a lot of information at once. Change the order of your columns to best suit your needs. Use column filters, a powerful way to customize searches by keyword, date, and time, and to stay on top of new Tweets as columns quickly update.

With TweetDeck, you can also share an account with your team without sharing your password. You can maintain full control of permissions at all times. Multiple people can also be logged into one account, giving an entire team the ability to manage one or several accounts, ensuring more content is produced and distributed while also sharing the time commitment among a group (but remember to keep the voice of the account as consistent as possible!).

To get TweetDeck, go to tweetdeck.twitter.com.



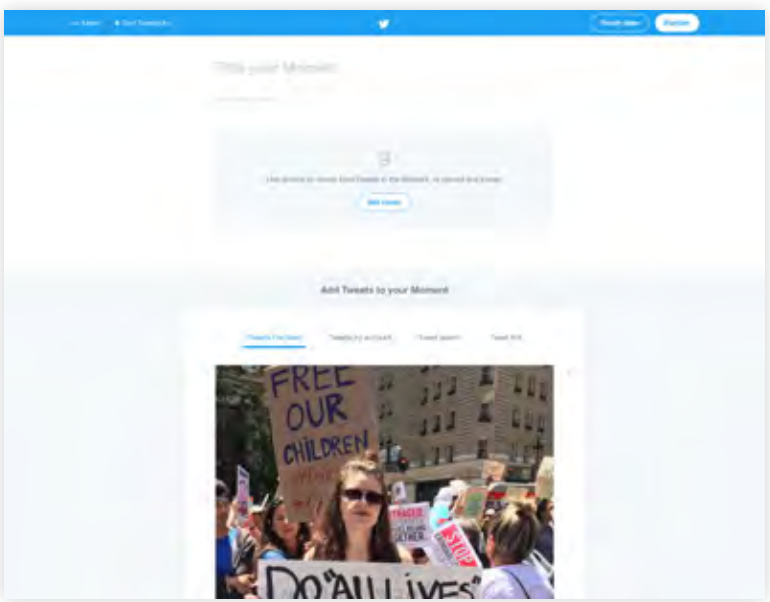
Moments

It can be hard to stand out from the noise and tell a full story in a single Tweet. With Twitter Moments you create and curate longer-form content to tell interesting stories.

Moments let you tell a story that goes beyond one Tweet and highlights different perspectives. Create a Moment by developing collections of notable Tweet conversations and live commentary, or weaving together Tweets that tell a powerful or interesting message. It's easy to curate content and create Moments around any topic, conversation, or event that's relevant to your brand.

Here are some questions to ask when you're looking at content:

- Will this story appeal to my audience?
- Is it either timely or timeless in a way that increases interest?
- What keywords or hashtags can I use in the title or description to improve discoverability?
- Am I selecting content from a wide range of different accounts, perspectives, and voices?
- Do the Tweets I'm curating include images or videos that will interest my followers?
- Does each of the parts that I've selected add up to a comprehensive experience?
- Quality control is important. A Moment that has a clear focus, includes interesting stats, thoughtful comments, funny quips if appropriate, and great imagery will be followed, shared, and discovered. For additional insight check out our Twitter Moments guidelines and principles.



Analytics

The billions of Tweets sent each week are a valuable source of data which can tell you how people are engaging with your Tweets. Whatever your goals are, visit analytics.twitter.com to find tools to help you understand and improve your performance on Twitter.

What is it that you want to know? Twitter can help you learn more about:

- Follower growth: How many new followers you get every day, week, or month
- Follower quality and engagement: How many people interact with you
- Reach: How many people see, like, or Retweet your Tweets
- Traffic: How many people go to your site

The impressions metric tells you how many times your Tweet has been viewed on Twitter's Android and iOS apps or on twitter.com.

You can view the total impressions on a Tweet, as well as an hour-by-hour breakdown for the first day of that Tweet. You also get insight into total impressions for all your Tweets in aggregate over a 28-day period.

In addition to the number of impressions, Retweets, and Likes your Tweet received, the dashboard gives a breakdown of how people are engaging with it. Just click on the Tweet you're interested in and it will expand to show you more details. For Tweets with links, for example, you'll see link clicks; for Tweets with hashtags, you'll see hashtag clicks; and if you receive follows or profile views from a particular Tweet, you'll see that too. Finally, the CSV export tool will show you data for up to 3,200 Tweets (up from 500) and includes a breakdown of all impressions and other engagement numbers.

Analyze your Tweets and understand your followers. Every word, photo, video, and follower can have an impact. Twitter's analytics help you understand how the content you share on Twitter grows your business. Here's what you can learn — and where:

- **Account home** is your Twitter report card, with high-level statistics tracked from month to month. It's also a gallery of your greatest hits: We'll spotlight your top-performing Tweets and introduce you to the influencers in your network.
- Your **Tweet activity dashboard** is where you'll find metrics for every single one of your Tweets. You'll know exactly how many times people on Twitter have seen, Retweeted, liked, and replied to each Tweet.
- Your **audience insights dashboard** contains valuable information about the people who follow you on Twitter. You can track your follower growth over time and learn more about your followers' interests and demographics.

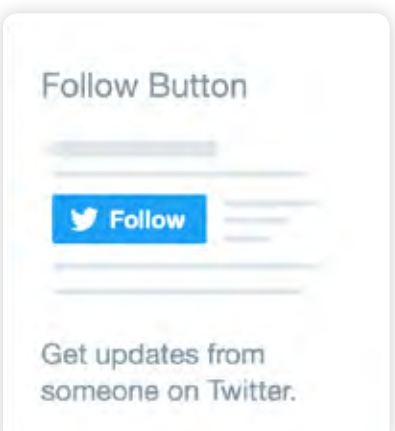
Powering Your Site With Twitter

People love to share and discover great content from across the web via Twitter. By powering your website with Twitter buttons and embedded Tweets, you can increase your reach and influence in the conversation with just a few clicks. It's the instant activation that may get people to follow and engage with your content.

Adding a follow button to your website

The follow button, shown below, lets people follow your account directly from your personal homepage or any website where the button is installed. When people click this button, the following occurs:

- For people who are logged-in, a small pop-up screen displays with more information about your account.
- People who aren't logged in to Twitter will see a similar pop-up screen that allows them to view your account's following/follower information, sign in, and then follow you.



How to add the follow button to your site:

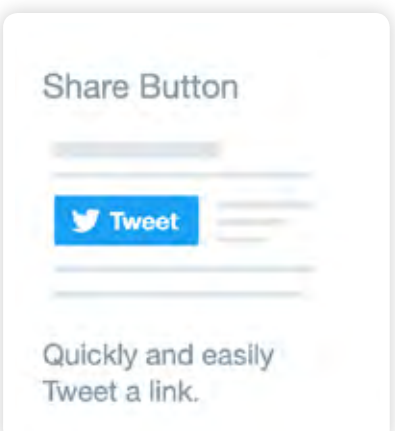
- Log in to your Twitter account.
- Go to https://publish.twitter.com/#.
- Customize the follow button to your liking with the available options.
- Copy and paste the code into the HTML of your website wherever you would like the button to appear.

Adding a Tweet button to your website

The Tweet button lets people quickly share the web page they're viewing with all of their followers. Clicking the Tweet button provides you with a pre-populated Tweet containing a link to that web page, which people can customize before sending.

People love to share and discover great content from across the web via Twitter. This button encourages them to share your website and to follow your Twitter account in the process. You'll increase traffic to your site and develop a larger Twitter audience.

Go to https://publish.twitter.com.

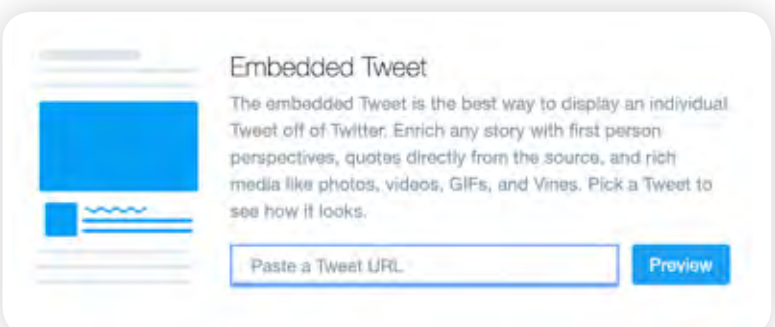


Embedding a Tweet on your site

You can embed a Tweet directly onto your site to create a conversation between people on Twitter and the people who visit your website. Want to highlight a particular Tweet that struck a chord with people or add context from people on Twitter on a developing story? With embedded Tweets, you can incorporate your best Tweets or any other public Tweet into your online content. They function just like regular Tweets, so people can continue to engage by Retweeting, replying, or liking the Tweet — all without leaving your site.

How to embed a Tweet

- When you click on the “More” link at the bottom of a Tweet on the web, a drop-down menu will appear giving you the option to “Embed Tweet.”
- When you click “Embed Tweet,” a dialog box will appear. Copy and paste the HTML code from the dialog box and add the code directly to your website wherever you’d like the Tweet to appear.


Embedded Tweet
The embedded Tweet is the best way to display an individual Tweet off of Twitter. Enrich any story with first person perspectives, quotes directly from the source, and rich media like photos, videos, GIFs, and Vines. Pick a Tweet to see how it looks.
Paste a Tweet URL
Preview

Campaigning

Proactive Campaigning

A good Twitter campaign is all about setting out a strategy, planning your tactics around that strategy, and working cleverly toward success.

Audience

Key to your strategy will be identifying your audience and the goals you want to achieve with them. Do you want to build your following? Drive traffic to a particular website? Your success will depend on how well you have judged and produced content aimed at the target audience.

Timely

Try to make your campaign timely. Examine what's trending, both online and offline. See if your campaign can dovetail with the zeitgeist and then Tweet into pre-existing hashtags or create a new and compelling one of your own that builds momentum through careful coordination with allies.

Personality

Last, but absolutely not least, there's a handy rule of thumb to help guide your content creation. If the perfect Tweet has personality, conveys information, and carries insight, then a very good Tweet will combine two of these qualities. Sometimes, that can just be a simple emoji.

Why use hashtags?

An invention of the early Twitter community, hashtags have become synonymous with people, events, and campaigns that have achieved a particular level of mass recognition. Sometimes for good reasons, sometimes for bad.

Your campaign should seek to either communicate into a popular pre-existing hashtag or identify space where a new, thoughtfully worded one might come to define a particular issue and then capitalize on this by making it the centerpiece of your Twitter campaign.

Pro Tip: When using a hashtag that contains more than one word, be sure to capitalize the first letter of each word. This makes it easier to read for the first-time viewer.

Content calendar

When planning any kind of communications campaign, it's useful to sketch out each day's activities on a content calendar. This is no different when considering what your activity will be like on Twitter or Periscope. Here's a quick example to guide your thinking:

Monday

Post a video to Twitter announcing the beginning of the campaign.

Tuesday

Host a Twitter Q&A session with the most high-profile member or volunteer in the campaign.

Wednesday

If you're holding a campaign event, you could Periscope the key moments, or if you have the capability to broadcast the entire event live with Periscope Producer.

Thursday

Finish your day with a Moment that summarizes the campaign's progress.

Friday

Upload four photos and tag other people in them, noting the highlights of the week.

Trends

As we've said on the previous page, trends allow you to identify issues that are animating the audience you want to reach. This is vital knowledge when constructing a message with the potential to resonate, as it demonstrates awareness of what's going on in the community.

Put a bird on it

To boost your campaign, you should take your activity offline and reference your presence on Twitter as much as possible.

You could put the Twitter logo and your @username in your email signature, on letterheads, on business cards, on your website, or even on your organization's car, as the NYPD did. It's also useful to incorporate your @username and #hashtags into your event planning. So, if you're hosting a conference or a meeting and you want attendees to participate in a conversation on Twitter, you can ensure that the relevant #hashtag appears on all printed materials at the event, or place screens around the location with a rolling stream of curated Tweets about the event.

You'll receive more engagement and build your base over time, while also demonstrating an ability to combine all mediums in the communication of a coherent message.

Twitter Q&A

Many of the people you want to connect with may have questions about your campaign or organization. Perhaps they need more information before they feel comfortable committing support to your cause. Holding a Q&A session on Twitter is a great way for you to connect with these people.

Here's how it works:

- Decide on a hashtag that people can use if they want to ask a question, e.g., #AskJack.

- Announce the Q&A a few hours before you intend to begin.
- Remind people with a second Tweet about half an hour before you start.
- At the appointed time, you can answer the questions that have been asked on the hashtag.

Twitter Q&As connect you with the people whose support you want and need. It's a personal demonstration of your willingness to engage, inform, and persuade.

Live-Tweeting
We've talked about how one of Twitter's distinguishing features is its power to document live events. Campaigns use this when holding live events, such as protests or program launches. If you think the event will be of interest to your followers or the public more generally, you can live-Tweet it, perhaps using a unique hashtag, and allow people who aren't at the event to follow updates and developments wherever they are. Put a clear person or entire team on point to reply, Retweet, and like.

Pro Tip: Don't forget to collect the best Tweets into a Moment once the event has passed.

You can link Tweets together by using the threads feature. This can also be used to update a previous Tweet to provide more context as events unfold.

Reactive Campaigning

Many of the best moments on Twitter are born from spontaneity. Be it something whimsical, something accidental, or something very serious, these moments can light up the internet within minutes and become global phenomena.

There are ways in which Twitter can be used effectively in a reactive manner. For example, it can be used to rebut and correct the record on an issue.

It can also be used to engage in one-on-one campaigning. When someone responds to content you've Tweeted during a particular campaign, try to respond in a constructive manner. If the interaction is successful, others will see it and be more persuaded by your message than if it had been a broadcast-only experience.

Rebuttal and taking control of the message

Because of its live and public nature, Twitter is the perfect platform to fact-check statements or rebut arguments. When social media-savvy United States Congresswoman Alexandria Ocasio-Cortez came under criticism for antics while in college, she harnessed the platform to take control of the story and posted a video of herself dancing in office. Such "clapbacks" have become a much-anticipated and highly engaging component of political dialogue online.

Alexandria Ocasio-Cortez
@AOC
I hear the GOP thinks women dancing are scandalous.
Wait till they find out Congresswomen dance too!
Have a great weekend everyone :)
229

Using Twitter in an emergency

Twitter is vital tool for those responding to or affected by emergencies and disasters. Whether it's a natural disaster or an attack, Twitter enables people to issue public updates, contact individuals, and coordinate responses.

If you or your organization is involved in emergency response, consider Twitter a network through which you can not only reach your followers, but the wider public, media which will amplify your message, and other relevant stakeholders.

Twitter is a conversational platform, so use a mix of information distribution and follower engagement:

- **Use** Twitter to learn who interacts in your area.
- **Engage** with people on the ground to gather information. They may know something you don't.
- **Interact** with your followers, answer their questions, and dispel any misinformation.
- **Discover** issues as they arise through your followers and by monitoring conversation around certain hashtags.
- **Train** your followers to **turn off "Quality Filter"** and **"See the best Tweets First"** and to **toggle the "Sparkle button"** on their Twitter app during an emergency to get raw, unfiltered, real-time Tweets.
- **Advise** your followers to Tweet their precise location to help you and others get an update of the conditions on the ground, or to be able to aid them if needed.

Twitter India
Live updates on the #KeralaFloods - follow what's happening across government agencies, NGOs, and citizens involved with this list:
#KeralaFloods

Twitter Government
Para asegurarte de recibir información veraz, también puedes seguir nuestra Lista de autoridades y organizaciones que estarán alertas y respondiendo a situaciones de emergencia.
#FuerzaMéxico

Twitter for Networking and Organizing

Since its inception, Twitter has been successfully used by many individuals and organizations to create networks and promote initiatives, campaigns, and ideas. People see the networking power that Twitter has, its ability to connect them to their interests, and they harness this to further their cause and passions.

Tweetups

When like-minded people engage with each other on Twitter, they sometimes decide to organize meetings. These have been called Tweetups. They bring the online conversation offline, where it develops further and the network is strengthened. The Tweetup itself can become a trend, as attendees discuss the conversations they're having. These events lower the wall between the online and offline.

Individual meetings

Some people also meet each other one-on-one when they connect through discussions on Twitter. These meetings serve the same purpose as the larger Tweetups. Conversations are developed further and the connection is deepened.

Twitter Ad Products

Get your Tweets and your account in front of more people who are interested in your campaign. There are three opportunities to advertise on Twitter:

Promoted Tweets are regular Tweets but with the added bonus of reaching both current and potential followers. There are numerous targeting capabilities to help you reach the right audience.

Equality California
@eqca
California Senator Scott Wiener has NEVER shied away from fighting for the LGBTQ community. But now critics are attacking him for standing up for us! It's time we show him that we're behind him all the way.
[Sign Now] Stand with Scott Wiener and the LGBTQ community >>
STAND WITH SCOTT WIENER
ADD YOUR NAME
Sign To Stand With The LGBTQ Community
action.eqca.org
11:46 AM · Jun 26, 2019 · Twitter Ads Composer
8 Retweets
76 Likes

Promoted Accounts quickly build an active community of advocates and influencers for your campaign. The bigger your follower base, the more people there are to engage with and spread your message.

Promoted Trends are national advertising opportunities that appear at the top of a list of popular topics happening right now, on Twitter. Because these Promoted Trends are placed prominently next to a user's timeline, they get mass exposure.

Targeting options

Get your Tweets and your account in front of more people who are interested in your campaign. There are three opportunities to advertise on Twitter:

- **Keywords in timeline**. People express interests and opinions on Twitter all the time. Keyword targeting in timeline lets you reach Twitter accounts based on the keywords in their recent Tweets and the Tweets with which they recently engaged. Show people the right message, at the right moment, in the right context.
- **Interest.** Our community is passionate about everything from shoes to semiconductors. We can help you find your ideal audience using hundreds of different interest targets, political and otherwise.
- **Geography.** Twitter is used in nearly every country in the world and is available in more than 35 languages. Reach a global audience or one that's specific to your region.
- **Gender.** Have a message more suited for men or maybe for women? Reach either or both with gender targeting.
- **Similarity to existing followers.** Your followers already love you. We'll help you find more just like them.
- **Device (mobile, desktop).** 78% of people log into Twitter via their mobile device. Twitter Ads give you the option to target your ads to Android, or iOS, in addition to desktop.

- **Keyword search results.** People are searching for information on Twitter. Insert your message in front of those interested in the issues and candidates important to your campaign.

Twitter is a platform that enables global conversation, and we believe that transparency is a core part of who we are. As part of our commitment to be more transparent, we've created a place where you can search for advertisers and see the details behind ads.

When you search for an advertiser, you'll be able to see all Promoted Tweets that are currently running on Twitter, including Promoted-only Tweets, or if a Promoted Tweet was suspended and why. Visit ads.twitter.com/transparency to access the Ads Transparency Center.

Case Studies

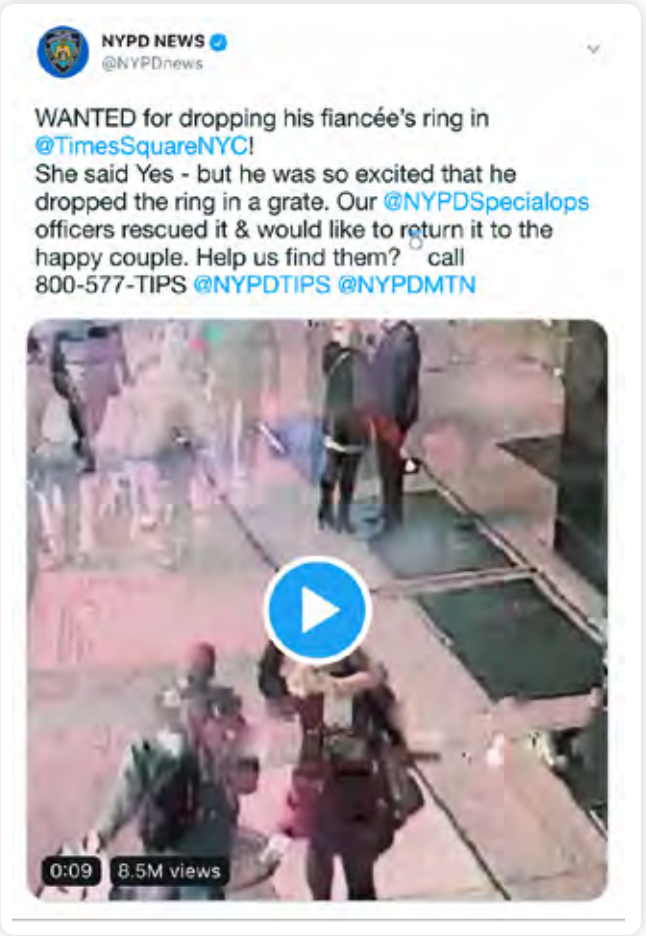
The Everyday

Twitter is not just a platform to be used to put forward your policy positions, or to advocate. It's a platform to engage with others, to join conversations, and to be part of a global community. It gives people a window into the lives of representatives, organizations, and agencies, and allows them to build a natural affinity for them. It offers the opportunity to demonstrate your life outside of your role as well as in your position.

New York Police Department

The NYPD uses Twitter in a multitude of ways, from crisis response to public service announcements. However, they also use Twitter to give real-time updates and encourage action offline, too. In 2018 the @NYPDnews account highlighted how a man had proposed to his girlfriend in Times Square. She said yes, but in the excitement that followed he dropped the ring in a grate. NYPD officers rescued the ring and sought to return it to the couple. And so, they turned to Twitter. By Tweeting the video from the @NYPDnews account they got the message out to as many people as possible, asking for the Twitter community's help in finding the happy couple. This initial Tweet saw 31,000 Retweets, and over 60,000 Likes. They followed this by Tweeting a photograph of the ring in question, which they had cleaned.

Twenty-four hours later, @NYPDnews updated the world. Twitter had done its thing, the search was over, and the ring found its way back to the pair.


NYPD NEWS
@NYPDnews
WANTED for dropping his fiancée's ring in @TimesSquareNYC!
She said Yes - but he was so excited that he dropped the ring in a grate. Our @NYPDSpecialops officers rescued it & would like to return it to the happy couple. Help us find them? call 800-577-TIPS @NYPDTIPS @NYPDMTN
0:09
8.5M views

Singapore Police Force

In Singapore, the police force uses Twitter as a platform to caution citizens against potential crimes and/or ensure their safety in the city-state. For instance, in the lead-up to boy band BTS' performance in Singapore in January 2018, SPF jumped in on the trending hashtags on the platform (#BTS and #BTSinSG) to spread awareness about BTS' tour ticket scams circulating online. Their Tweet garnered positive reactions, particularly for its witty use of some of BTS' hit songs. The Tweet attracted over 17,000 Likes and 8,500 Retweets. Similarly, when Pokemon Go first launched, SPF issued an advisory on Twitter to remind everyone to stay safe while they #CatchEmAll. Their ability to engage people in an authentic and visual manner has won praise from many Singapore citizens.

SingaporePoliceForce
@SingaporePolice
Buy your tickets from authorised sellers. Don't be scammed. Not today.
#BTS #BTSinSG #LOVEYOURSELFSG
A.R.M.Y.
Planning to catch your favourite ?
Cheap tickets may be but are they real?
Don't let your in getting the tickets go to waste.
Don't be scammed.
Buy from authorised sellers
SINGAPORE POLICE FORCE
6:02 PM · Oct 26, 2018 · Twitter for Android
8.5K Retweets 17.4K Likes

SingaporePoliceForce
Pokémon Go is in town, remember to stay safe as you
#CatchEmAll! ow.ly/hwVJ302YUMO
2.5K Retweets 579 Likes

Join a conversation

Throughout the year there are events and holidays that will spark conversations. This can provide you with an opportunity to join a conversation and to authentically engage with your followers. The president of Taiwan, Tsai Ing-wen, took this engagement with the Twitter community to a new level for Valentine's Day when she Tweeted out her message to the people of Taiwan. But @iingwen didn't just want the people of Taiwan to hear her message, she wanted the world to. So, she Tweeted her message in English. And Japanese. And French. And Spanish. This novel approach allowed her to spread her message to speakers of multiple languages around the world.

蔡英文 Tsai Ing-wen
@iingwen
Today is a day to show your love & appreciation to someone you care about. I dedicate this love to my fellow citizens as they are the heroes making #Taiwan truly remarkable & exceptional. To our friends around the world, happy #ValentinesDay2019!
THANK YOU FOR BEING MY WONDERFUL SIS. HAPPY VALENTINE'S DAY!
8:40 PM · Feb 13, 2019 · Twitter for iPhone
493 Retweets 2.6K Likes

Don't forget to have some fun

Use Twitter to showcase your personality and connect on a human level. Tap into trending pop culture conversations. Brian Schatz (@brianschatz), the US senator for Hawaii and Chris Murphy (@ChrisMurphyCT), the US senator for Connecticut, used Twitter to discuss whether they should Retweet a new Cardi B song as some of the language was explicit. At the end of the conversation

Brian Schatz @brianschatz · Jan 16
(Trying to decide whether or not to retweet the Cardi B video)
1.4K 6.7K 56.2K
Chris Murphy @ChrisMurp... · Jan 16
Omg, I had the same argument with myself 30 minutes ago!
151 909 11.8K
Brian Schatz @brianschatz · Jan 16
Ok you do it. And say retweets are not endorsements, especially the language, and I will retweet.
122 689 9.4K
Chris Murphy @ChrisMurp... · Jan 16
DHYB
62 432 6.7K
Brian Schatz @brianschatz · Jan 16
I had to google that. Fair enough. See you tomorrow Murph.
79 436 7.5K
Chuck Schumer @SenSch... · Jan 16
Guys, I'm still holding my breath. Are you gonna RT Cardi B or not?
2.3K 5.8K 32.3K

Chuck Schumer (@SenSchumer), the senator for New York, was left still confused as to whether they would Retweet it or not. Or look at Martha McSally (@SenMcSallyAZ) who saw the conversation surrounding the “Captain Marvel” movie and took a moment to ask actress Brie Larson (@BrieLarson) how she prepared for the role. As Senator McSally and Brie Larson’s character in the movie were both fighter pilots, it allowed her to move away from policy discussions and engage.

Martha McSally
@SenMcSallyAZ
Replying to @MarvelStudios @brielarson and 3 others
Hi @MarvelStudios and @brielarson Colonel Martha McSally. As a combat pilot myself — I want to know what did you do to prepare for your role as a pilot? #CaptainMarvel
12:11 PM · Mar 2, 2019 · Twitter for iPhone
8 Retweets 111 Likes
pizza(roll)gate @Mendel_OP · Mar 2
Replying to @SenMcSallyAZ @MarvelStudios and 4 others
Good question. Follow up: would Captain Marvel vote to dismantle healthcare coverage for millions of Americans and which marvel superheroes support unconstitutional executive orders?
1
4
29
1 more reply
@Arizona Indivisible @AZIndivisible1 · Mar 2
Replying to @SenMcSallyAZ @MarvelStudios and 4 others
@SenMcSallyAZ Martha - Maybe a good place to start would be giving serious consideration to that #OathOfOffice to Uphold The Constitution & Protect the Country From All Enemies Foreign And Domestic.
Ring any bells?
2
6

Voter Engagement

Organized campaign

Twitter is a powerful tool for driving voter engagement and participation. This can be in the form of an orchestrated campaign, or it can be a grassroots movement that plays out on the platform. An example of an orchestrated campaign is the #BeAVoter campaign that was run in the US ahead of the 2018 midterm elections.

#BeAVoter was a campaign run on Twitter and coordinated by the Twitter Public Policy team. The aim of the campaign was to drive the conversation around National Voter Registration Day and to encourage as many people as possible to register to vote. National Voter Registration Day is a nonpartisan day of action supported by many corporate and nonprofit partners. The idea behind the #BeAVoter campaign was to try and connect with a personal identity and an action to compel people to be more involved.

The campaign connected with people and we saw a marked increase in engagement compared to 2016, which is remarkable as 2016 was a presidential election year. The campaign used a number of tools and followed many Twitter best practises that have been highlighted in this book to help drive the conversation. The aim of the campaign was to increase voter registration, and to make this as easy as possible the campaign used Twitter Website Cards. This allowed the campaign to share an eye-catching graphic, and encouraged people to tap on the image. By doing so it brought them directly to a third-party, nonpartisan voter registration site where people could sign up to receive election reminders, get registered to vote, and apply for their absentee ballot. The campaign also used other media content such as GIFS, emoji, and videos highlighting influential Twitter accounts. Moments were used to collect, curate, and share the conversation on National Voter Registration Day to encourage people to get out and vote.

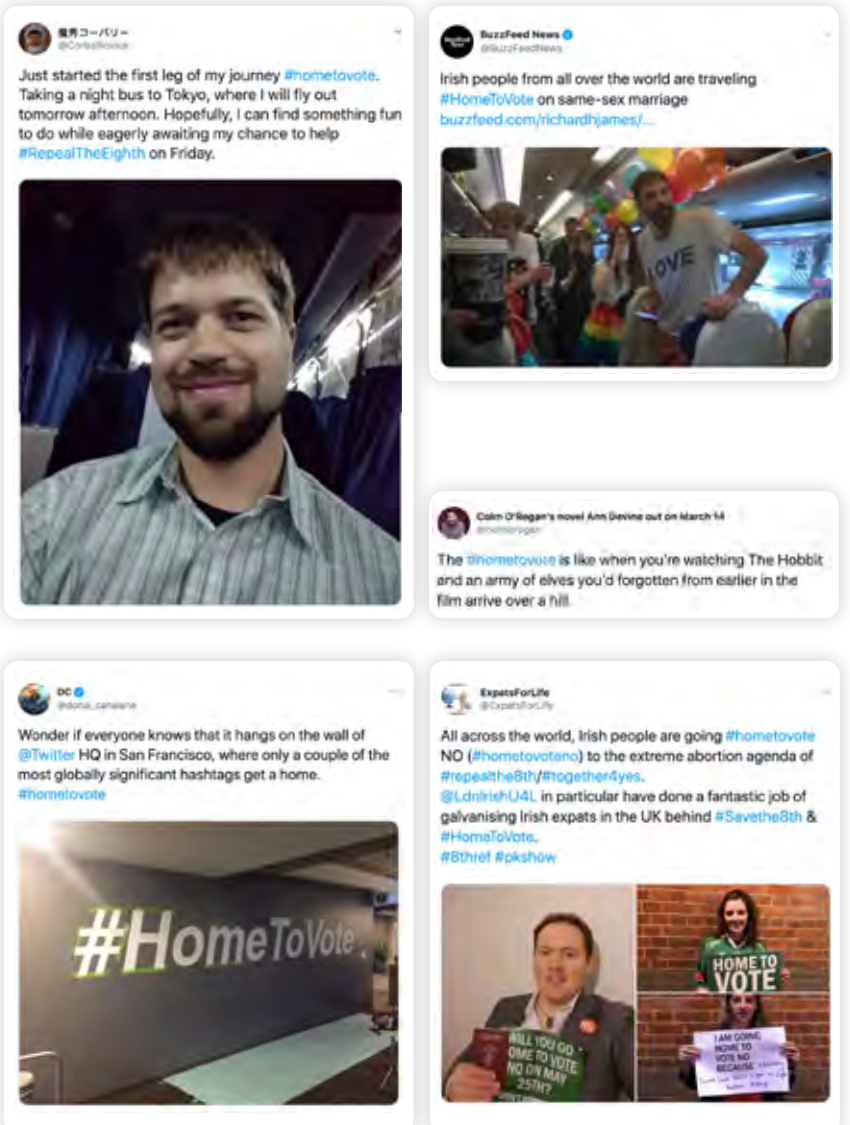
Twitter Retweeted
Twitter Government @TwitterGov · 23h
Make your voice heard this U.S. election.
Tap the image below to register to vote.
Tweet and tell your followers to #BeAVoter too.
Make a plan to vote!
#BeAVoter
Register to vote and join the conversation.
#BeAVoter in the U.S. election
twitter.turbovote.org

Grassroots campaign

While organized campaigns are effective, often we see grassroots campaigns take flight and raise the conversation to a new level. This has been evident in Ireland, where the #HomeToVote campaign has exploded into life on the platform around two separate referendums. In May 2015, Ireland went to the polls to vote in a referendum to legalize same-sex marriage. Irish citizens abroad who left the country less than 18 months before a vote were entitled to participate; however, as Ireland doesn't have the facility to vote in absentee you have to present yourself at your polling station. In the days leading up to and including polling day, #HomeToVote dominated Irish Twitter with images of Irish people abroad flying home to exercise their voting rights.

In 2018, Ireland again went to the polls for a referendum. This time the referendum was on whether to allow the government to legislate for abortion. Following the precedent set three years previous, thousands more returned to Ireland for the opportunity to vote on constitutional changes in their country. Again, in the days leading to polling day and on polling day itself, Tweets filtered through showing Irish people traveling from all over the world to exercise their voting rights. The movement spawned other hashtags, such as #VoterMotor, which saw Tweets offering to drive people from airports home to vote, or to transport people who could not get to their polling station there.

So, what sparked this engagement? The hashtag contained a call to action. It was simple to understand, and simple to relate to. The hashtag was nonpartisan in nature, but it tapped directly into a social movement. Stories and images of the lengths that people were going to exercise their right to vote, combined with stories of what it meant to them to vote, resonated. It was authentic stories that were relevant and timely that spoke to people.


Just started the first leg of my journey #hometovote. Taking a night bus to Tokyo, where I will fly out tomorrow afternoon. Hopefully, I can find something fun to do while eagerly awaiting my chance to help #RepealTheEighth on Friday.
BuzzFeed News
Irish people from all over the world are traveling #HomeToVote on same-sex marriage
buzzfeed.com/richardhjames/...
The #hometovote is like when you're watching The Hobbit and an army of elves you'd forgotten from earlier in the film arrive over a hill.
DC
Wonder if everyone knows that it hangs on the wall of @Twitter HQ in San Francisco, where only a couple of the most globally significant hashtags get a home.
#hometovote
#HomeToVote
ExpatsForLife
All across the world, Irish people are going #hometovote NO (#hometovoteno) to the extreme abortion agenda of #repealthe8th/#together4yes.
@LdnIrishU4L in particular have done a fantastic job of galvanising Irish expats in the UK behind #Savethe8th & #HomeToVote.
#8thref #pkshow
HOME TO VOTE

Advocacy

Alwaleed Philanthropies

Each year, Alwaleed Philanthropies' (@alwaleed_philan) educational program, Ambassadors of Peaceful Dialogue, teaches 500 students from the Kingdom of Saudi Arabia about effective and respectful dialogue across different cultures, languages, and religions. The top 100 student ambassadors are sent to Edinburgh University in Scotland for an intensive three-week summer school of lessons and activities to help them implement what they have learned in an international context. @alwaleed_philan wanted to share its pride in these students, engaging the Saudi community at home and abroad by updating them daily on their progress. It sought to shine a light on the program from various angles, including entertainment, education, news, and philanthropy.

The strategy was to educate, entertain, and engage audience members via relevant contexts, encourage feedback, and provide a steady flow of interesting content. It turned to Twitter to create a campaign that would integrate all of these goals, with an "edutainment" approach. On Twitter, @alwaleed_philan targeted key groups likely to engage with the content, including Saudi students studying abroad, parents of Saudi students, media outlets, and followers of NGOs and global foundations.

To engage the public, video content was created in the style of a reality show, which would entertain viewers while incorporating educational elements in the background. To engage news outlets, @alwaleed_philan shared quotes and infographics that highlighted the program's scale, methodology, and success. Throughout the campaign, @alwaleed_philan created Twitter Polls to gather its audience's thoughts and opinions, as well as to give context to the campaign content that would follow. The poll format offered a simple way for people to interact with the organization and to give their input.

@alwaleed_philan's Twitter campaign generated awareness and engagement that surpassed the organization's expectations, with 28.5 million impressions, a 41% peak engagement rate, and a 51% video view rate. Even more important than these metrics, though, were the audience insights that @alwaleed_philan gathered. By encouraging engagement throughout the campaign, the organization was able to collect, analyze, and consider a wealth of audience feedback. These insights have helped @alwaleed_philan gain a better understanding of its audience's expectations, as well as the needs around programs like Ambassadors of Peaceful Dialogue within the community.

#MeToo

Grassroots campaigns can also take on global significance. The movement around #MeToo is illustrative of this. The movement's seminal Tweet was that of Hollywood actress Alyssa Milano. This call to arms read: "If you've been sexually harassed or assaulted write 'me too' as a reply to this tweet." This spawned the hashtag #MeToo, a social revolution which strives to shed light on the magnitude of the problem, to reconfigure social norms surrounding consent, and to emancipate victims by lending both support and a platform. As a phrase, "me too" was borrowed from activist Tarana Burke and its intended sentiment is also at play here — that is, empowerment through empathy.

The original hashtag has taken on international color and has been translated into several languages such as the French #BalanceTonPorc (#DenounceYourPig) and the Spanish #YoTambién (#MeToo). This grassroots campaign has inspired discussions worldwide, and has created impactful communities such as @MetooEP, a group in the European Parliament who used the hashtag to springboard a successful awareness-raising campaign to combat sexual harassment and abuse in the workplace.

MeTooEP
@MeTooEP
For #InternationalWomensDay we do not want flowers, we want to be treated as equals, & we want equality. Not only by law, but in practice, at work & in society! To all the women: we stand with you! #IWD2019 #IWD #8maars #8M #WomensDay #MeTooEP #MeToo #StrongerTogether
0:31
11K views

Diplomacy

Twitter has developed into a useful tool in international and national diplomacy. This can take the form of interactions between international leaders, or interactions between ambassadors and their host country's citizens.

The former UK ambassador to Egypt, John Casson, is an excellent example of a diplomat using Twitter to engage with the citizens of his host country. During his time in Egypt, Ambassador Casson used social media to speak to Egyptians about things they were passionate about. Through Tweeting about things Egyptians love, like football or food, he was able to build an audience who trusted him. He held himself accountable to the Egyptian people when he said he was doing things to help Egypt. This approach helped him build trust, and allowed him to have the tough conversations when they were needed. His audience was not just the traditional elite — 84% were under 34 years of age and 93% of his audience was Arabic speakers. Twitter was used to bridge the divide and gain access to people that traditional diplomacy couldn't reach.

To this end, and to reach and speak with the Egyptian public, @JohnCassonUK took part in a live Q&A session. In advance of the event, a teaser Tweet was sent the day before the event from the ambassador's account to raise awareness of the event. During the hourlong Twitter Live session, #AskElSafirJohn was used to collect questions and to discuss the event. Over the course of the hour, @JohnCassonUK answered 14 questions via Tweet using video and text which touched upon issues that were most important to the people of Egypt. The event trended throughout the day in Egypt, showing the impact and reach that this type of engagement can have.

Foreign Office
@foreignoffice
"Twitter allows us to reach the parts that normal diplomacy doesn't"
@JohnCassonUK, the UK's former Ambassador to Egypt, pioneered a new kind of digital diplomacy. He reflects on his four years championing education, innovation & inclusivity to his 1.3 million Twitter followers
0:50
the power to shape the world in all sorts of unexpected places.
Digital diplomacy in Egypt
www.youtube.com

Leaders around the world also use Twitter to speak to and engage diplomatically with each other. One prime example is South Korean President Moon Jae-in (@moonriver365)'s interaction with India's Prime Minister Narendra Modi (@narendramodi). Following Prime Minister Modi's re-election in the 2019 elections, President Moon Jae-in congratulated Prime Minister Modi on Twitter and both reaffirmed India-ROK relations. This was well-received by citizens of both countries, with many responding to thank both leaders for their support. Afghanistan's President Ashraf Ghani (@ashrafghani) also joined in with his congratulatory Tweet to Prime Minister Modi and similarly signaled Afghanistan's commitment to work with India to pursue peace and prosperity in South Asia.

I would like to convey my high regard for the Indian people who chose Prime Minister @narendramodi He will be a true neighbor to not only those who voted for him, but also to all the Indian people.
Narendra Modi
President @moonriver365, I am deeply touched by the warmth you have always displayed for me and my people. I look forward to big strides in India-ROK relations with your support in the coming years!

Twitter can also be a place for national representatives to have important conversations in public view. In the United States, politicians Alexandria Ocasio-Cortez and Ted Cruz don't often agree. However, there are some areas in which they do and this became evident on Twitter when @tedcruz Tweeted his agreement with @AOC and suggested it could be an area for bipartisan co-operation. From there it progressed rapidly to an agreement that both the Republican senator and the Democratic congresswoman would co-lead a bipartisan bill. But Twitter wasn't finished there. Chip Roy, a congressman for Texas, also joined in on the public display of bipartisan cooperation and suggested he would happily follow their lead and co-sponsor the bill in the House. Eventually, what had started as a Tweet had snowballed into a bipartisan effort in both the House and the Senate in only a few hours.

Ted Cruz
Here's something I don't say often: on this point, I AGREE with @AOC Indeed, I have long called for a LIFETIME BAN on former Members of Congress becoming lobbyists. The Swamp would hate it, but perhaps a chance for some bipartisan cooperation?
Alexandria Ocasio-Cortez @AOC · May 30
If you are a member of Congress + leave, you shouldn't be allowed to turn right around&leverage your service for a lobbyist check.
I don't think it should be legal at ALL to become a corporate lobbyist if you've served in Congress.
At minimum there should be a long wait period. twitter.com/Public_Citizen...
Show this thread

Twitter Live

Harness the power of live video to get your message to the world. There are many different ways to use live video, and many tools to help you. In January 2019, @TwitterIndia launched a new #ElectionsOnTwitter initiative: #ChaupalOnTwitter. This is a live Q&A session with senior political party leaders in a typical public square setting that is famous in India for election and political discussion. The campaign looks at bridging the gap between the physical public square and the digital public square, as well as the urban and rural divide in India.

Twitter India
@TwitterIndia
Watch #ChaupalOnTwitter with Union Minister @rsprasad here 👇 #PatnaKaRavi
Ravi Shankar Prasad @rsprasad · May 16
Watch my Twitter Chaupal where I'm answering your questions. #PatnaKaRavi pscp.tv/w/b61aSzF6dkVO...
32:30
1.5K viewers
6:37 AM · May 16, 2019 · Twitter Web Client

Twitter India
@TwitterIndia
Next in our #ChaupalOnTwitter series Union Minister @rsprasad from Patna on 14th May. Send in your questions with #PatnaKaRavi.
Ravi Shankar Prasad @rsprasad · May 10
Join me for a Live Twitter Chaupal! Post your questions with hashtag #PatnaKaRavi and I will respond to those on 14th May at 7 pm in a live interaction.
#PatnaKaRavi
GIF
10:28 PM · May 10, 2019 · Twitter Web Client

Twitter India
@TwitterIndia
Punjab Di Gal Captain De Naal : Next in our #ChaupalOnTwitter series, Punjab Chief Minister @capt_amarinder. Send in your questions with #CaptainDiChaupal
Capt.Amarinder Singh @capt_amarinder · Apr 19
Will be reaching out to you through Punjab's first #TwitterChaupal. You can tweet to me using #CaptainDiChaupal with your questions. I'll be answering your questions and concerns on 21st April as I address various issues the old-fashioned way using new-age technology.
Punjab Di Gal
Captain De Naal
You can tweet your questions & suggestions using the hashtag
#CaptainDiChaupal
at
@capt_amarinder

We can also see examples of live video being used in Mexico, where the government of Mexico regularly uses Periscope Producer to broadcast live proceedings. This allows the Twitter community to engage and discuss the live event in real time. If you can't be there in person, the next best place to watch it is on Twitter. Once the broadcast concludes, the entire video is available to watch back.

Gobierno de México
@GobiernoMX
Transparencia total de la SCT sobre la investigación del accidente ocurrido en Puebla | Gobierno de México
Translate Tweet
1:01:46
23.7K viewers
Gobierno de México @GobiernoMX
Transparencia total de la SCT sobre la investigación del accidente ocurrido en Puebla | Gobierno de México
pscp.tv
6:32 AM · Feb 28, 2019 · Periscope
225 Retweets
429 Likes

Sometimes, we want to draw attention to the specific moment in a live video that made us think, surprised us, or made us laugh. Previously, we could only Tweet an entire live video, which made it difficult to discuss what matters most. Now, with Timestamps it allows people to replay a video starting at the exact moment they want to discuss. If the broadcast is still live, they can easily skip to what's happening by tapping "live" at any time. The feature is available for any live video, whether from a professional content publisher or someone broadcasting from their phone. People have always used Twitter to talk about the things they experience. With Timestamps, now we can show rather than just tell everyone what's happening.

United Nations
@UN
At #Youth2030 launch w/ @UNYouthEnvoy, @UNICEF supporters @BTS_twt called on all young people to speak up for their future: news.un.org/en/story/2018/... via @Giphy #UNGA
GIF
1:06 PM · Sep 24, 2018 · Twitter for iPhone
90.7K Retweets
259.4K Likes

Safety on Twitter

Safety on Twitter

Twitter Rules

Twitter's purpose is to serve the public conversation. Violence, harassment, and other similar types of behavior discourage people from expressing themselves, and ultimately diminish the value of global public conversation. Our rules are to ensure all people can participate in the public conversation freely and safely. You can find out more about our rules at https://help.twitter.com/en/rules-and-policies/twitter-rules. The next two pages will cover the tools and reporting mechanisms, but you can find out more information on staying safe on Twitter and online at Twitter's safety center (https://about.twitter.com/safety).

Violence: You may not threaten violence against an individual or a group of people. We also prohibit the glorification of violence.

Abuse/harassment: You may not engage in the targeted harassment of someone, or incite other people to do so. This includes wishing or hoping that someone experiences physical harm.

Hateful conduct: You may not promote violence against or directly attack or threaten other people on the basis of race, ethnicity, national origin, sexual orientation, gender, gender identity, religious affiliation, age, disability, or disease. We also do not allow accounts whose primary purpose is inciting harm toward others on the basis of these categories.

Hateful imagery and display names: You may not use hateful images or symbols in your profile image or profile header. You also may not use your username, display name, or profile bio to engage in abusive behavior, such as targeted harassment or expressing hate toward a person, group, or protected category.

Fake accounts: You may not register or create fake and misleading accounts. While you may use Twitter pseudonymously or as a parody, commentary, or fan account, you may not use misleading account information in order to engage in spamming, abusive, or disruptive behavior, including attempts to manipulate the conversations on Twitter. Some of the factors that we take into account when determining whether an account is fake include:

- Use of stock or stolen avatar photos
- Use of stolen or copied profile bios
- Use of intentionally misleading profile information, including profile location

Private information: You may not publish or post other people's private information (such as home phone number and address) without their express authorization and permission. We also prohibit threatening to expose private information or incentivizing others to do so.

You also have the option to protect your Twitter account. Once this option has been selected, you must approve any new followers before those followers can see and interact with your Tweets. If you wish to make your Tweets publicly viewable again, you can do so in the same Settings menu.

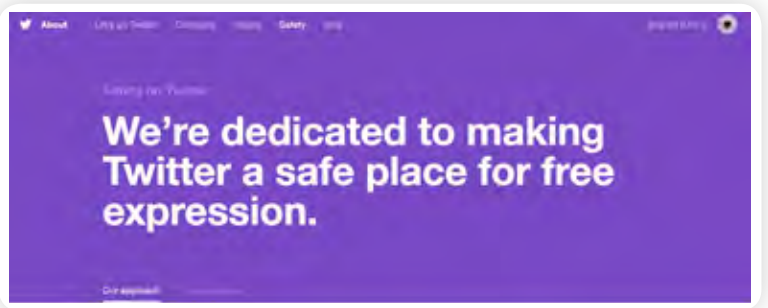
Impersonation: You may not impersonate individuals, groups, or organizations in a manner that is intended to or does mislead, confuse, or deceive others.

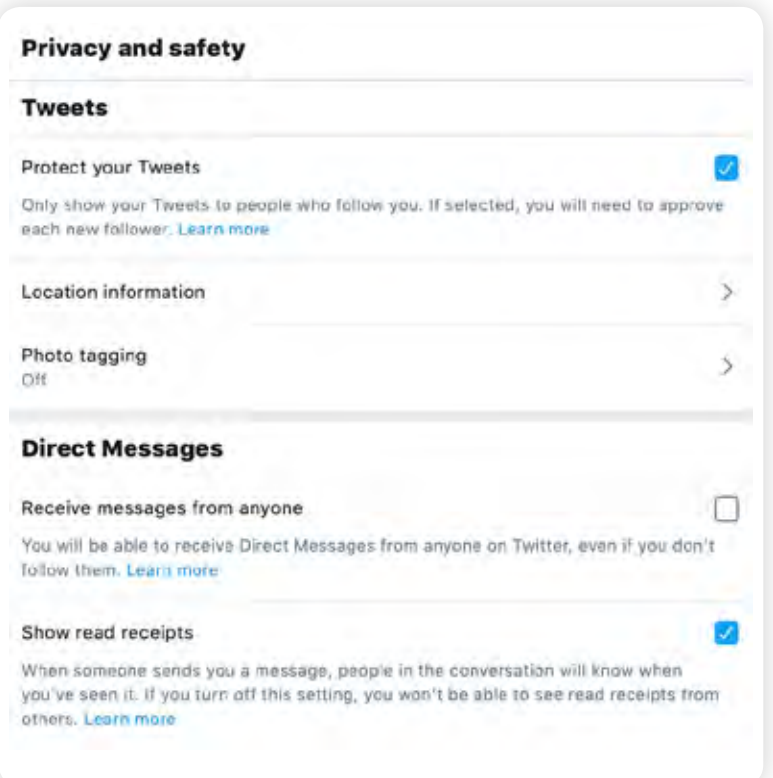
Graphic content: You may not use pornographic or excessively violent media in your profile image or header image. Twitter may allow some forms of graphic content in Tweets marked as sensitive media. When content crosses the line into gratuitous images of death, Twitter may ask that you remove the content out of respect for the deceased.

Non-consensual nudity: You may not post or share intimate photos or videos of someone that were produced or distributed without their consent.

Illegal or certain regulated goods or services: You may not use our service for any unlawful purpose or in furtherance of illegal activities. This includes selling, buying, or facilitating transactions in illegal goods or services, as well as certain types of regulated goods or services.

International users agree to comply with all local laws regarding online conduct and acceptable content.




Privacy and safety
Tweets
Protect your Tweets
Only show your Tweets to people who follow you. If selected, you will need to approve each new follower. Learn more
Location information
Photo tagging
Off
Direct Messages
Receive messages from anyone
You will be able to receive Direct Messages from anyone on Twitter, even if you don't follow them. Learn more
Show read receipts
When someone sends you a message, people in the conversation will know when you've seen it. If you turn off this setting, you won't be able to see read receipts from others. Learn more

Reporting Mechanisms and Tools

Reporting mechanisms

Twitter works very hard to protect people's experiences and we constantly strive to ensure that they have the support they need. To that end we provide you with tools, user controls, and robust reporting mechanisms to help you stay safe, have control of what content you want to see, and to enjoy a positive experience while using Twitter.

We encourage people to report accounts to us that may break our rules. You can do this through the support pages on our **Help Center** or through the **in-Tweet reporting mechanism** by clicking on the "Report a Tweet" option. Each report is manually reviewed by our teams of trained personnel.

We enabled **bystander reporting** which means that you can make a report on behalf of another user. This can now be done for reports of private information and impersonation as well.

You can also report several Tweets at once with our multiple Tweet reporting function, which allows users to report up to five Tweets at the same time. If you feel an image or video should be brought to the attention of the Twitter team for review, you can report the media to us by clicking on the **"Flag media"** link beneath the image.

Tools

You can also use the **block function** to stop another user from following you, tagging you in photos, or accessing your Tweets. Any replies or mentions from an account you have blocked will not appear in your mentions tab. You can read more about this change here. We also separated the block and reporting functions, making it simpler for a user to select one of these options.

Share your block list with others

By exporting your block list, you can share the list with others if they want to block the same list of accounts.

To export your block list:

- Navigate to your blocked account settings on twitter.com.
- At the top of your block list, click **All** to export your full block list. Click **Imported** to export the block list(s) you have imported.
- Click the **Advanced options** drop-down menu.
- Select **Export your list**.
- Confirm the accounts you want to export.
- Click **Export** and a .csv file will be downloaded to your computer and you can share the file with others. If your block list exceeds 5,000 accounts, your list will be separated into multiple files.

Note: *The export file includes a user ID for each account on the list. It does not include any other information about the accounts on the list.*

Import someone else's block list

By importing another user's block list, you can block the same list of accounts.

To import a block list:

- Make sure the file shared with you is a .csv file and save it to your computer.
- Navigate to your blocked account settings on twitter.com.
- Click the **Advanced options** drop-down menu.
- Select **Import a list**.
- In the pop-up, click on **Attach a file to upload** and find the .csv file. Click **Open** to import the list.
- The file name will be displayed when the file has been successfully imported.
- Click **Preview**. The list of the accounts will be displayed. You can uncheck any accounts you do not wish to block (accounts that you currently follow will be automatically unchecked).
- Click **Block** to confirm.
- The imported accounts will be added to your block list.

Mute

You also have the option to hide a user's Tweets from your timeline without blocking them, by using the mute function. To mute someone, you can navigate to their profile or simply click into one of their Tweets, click the … button and select the "Mute" option. When you mute them, you won't hear from them again. It's like turning down the volume on a radio!

Pro Tip: You can also mute Tweets that contain particular words, phrases, usernames, emoji, or hashtags.

Notifications Settings

Your Notifications timeline displays your interactions with other Twitter accounts, such as mentions, Likes, Retweets, and who has recently followed you. If you're receiving unwanted replies or mentions from accounts you don't follow, you can filter the types of notifications you receive in Settings.

Quality Filter

The filter can improve the quality of Tweets you see by using a variety of signals, such as account origin and behavior. Turning it on filters lower-quality content, like duplicate Tweets or content that appears to be automated, from your notifications and other parts of your Twitter experience. It does not filter content from people you follow or accounts you've recently interacted with — and depending on your preferences, you can turn it on or off in your notifications settings.

Account Security

We're Here to Help

It's important to keep your account secure. Adjust your account settings at twitter.com/settings to maximize your account protection:

Choose a strong password

We recommend using a password containing at least 20 characters. It should be either randomly generated or consist of a random string of words. Don't use words like Twitter or your name in the password, and choose a unique password for each password-protected website and device you're using. If you need multiple people to access the same account, consider using TweetDeck's "Teams" feature.

Use a secure email address

Use a campaign or other privately managed email address rather than a public service such as Gmail or Yahoo Mail to reduce the risk of emails being intercepted and your security compromised. If you do use a widely available free email provider, use precautions such as two-factor authentication.

Strengthen your security settings

We're always looking for ways to deliver a more secure login experience for the people who use Twitter. That's why we have long invested in offering a set of two-factor authentication methods to increase the safety of the accounts on Twitter. Instead of relying on just a password, login verification introduces a second check to make sure that you and only you can access your Twitter account. After you enable this feature, you will need both your password and a designated mobile device to log in to your account. You can also change your settings to make it easier for multiple people to log in by enabling login with a password or, alternatively, a code.

To set up two-factor authentication:

- Click your profile icon and select "Settings and privacy."
- Click on your Account settings and click "Setup login verification."
- Read the overview instructions, then click "Start."
- Enter your password and click "Verify."
- Click "Send Code."
- If you have a phone number already associated with your account, you will receive an SMS to confirm your number.
- If you don't have a phone number associated with your account, it will prompt you to add one before sending you an SMS.
- Enter the verification code sent to your device, then click "Submit."
- Click "Get Backup Code" to view a code generated by Twitter. We recommend you store a screenshot of this code in the event you need it for future use. This will help you access your account if you lose your mobile phone or change your phone number.

From our 2FA options, security keys stand out as one of the strongest due to their low friction and phishing-resistant capabilities. A security key is a physical device that must be inserted to log in.

To set up two-factor authentication using a security key:

- In the top menu, click your profile icon, then click "Settings and privacy."
- Click on the Account tab.

- Under Security and next to Login verification, click the “Review your login verification methods” button to get started.
- Enter your password and click “Confirm.”
- From the selections, click “Set up” next to “Security key.”
- Read the instructions and then click “Start.”
- If you’re asked to verify your password, enter it and click “Verify.”
- You will see a pop-up window asking you to register your key by inserting it into your computer’s USB port. Once inserted, press the button located on your key. Then verify the key by pressing the button one more time.

Important: You must also have either the **Text message** or **Mobile security app** options enabled for login verification. You cannot enable the “Security key” option alone.

Require personal information to reset password

Typically you reset a password simply by entering a username and clicking on a confirmation link sent by email. For added security, you can check the “require personal information” box in your settings. With this enabled, reset requests will have to be accompanied by your email address or phone number if you forget or need to change your password.

Forgot your password?

It happens to the best of us! Here is all the information you need to get back into your account.